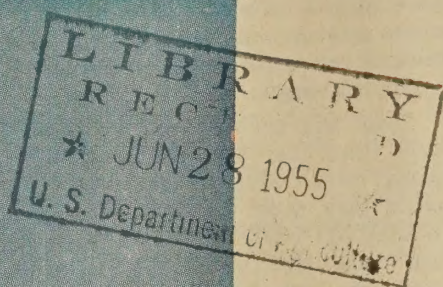
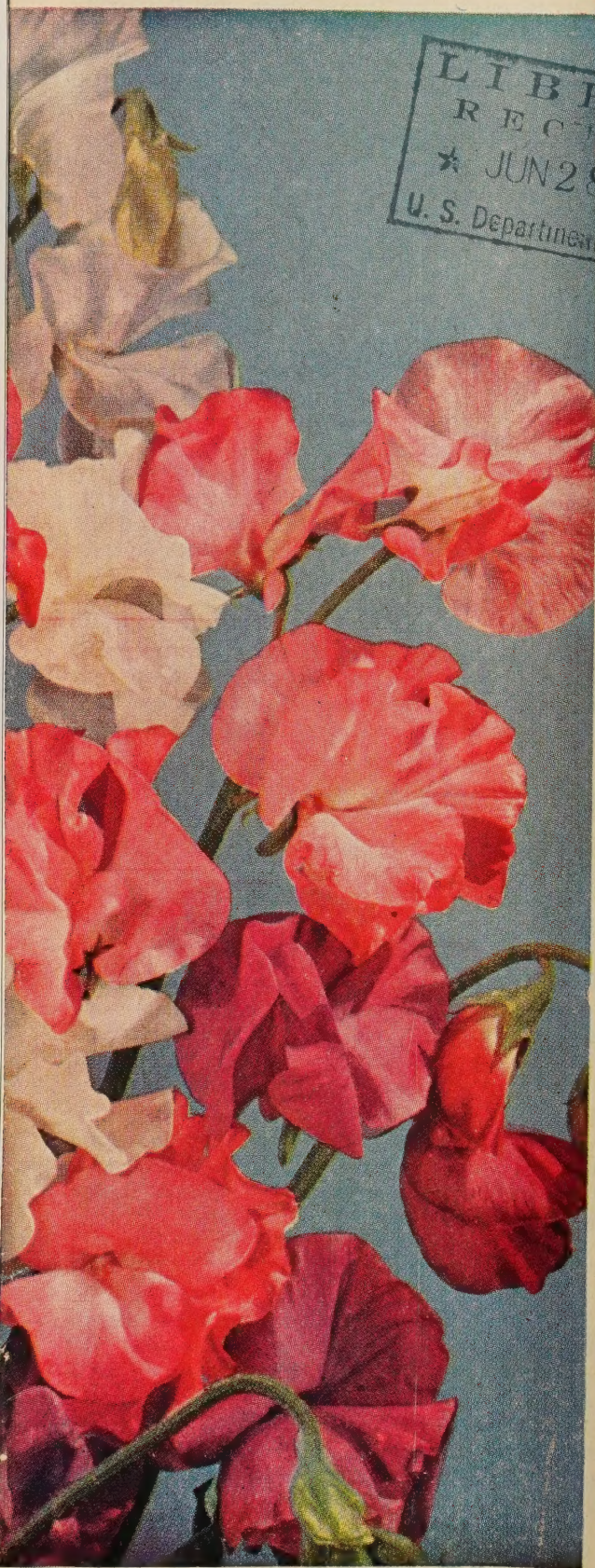


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Be

**ORIGINATOR
of
THE ZVOLANEK SWEET PEA
EARLY MULTI-FLORA**

June 1955 to June 1956



Zvolanek

Sweet Pea

Late

Plenti Flora

Seed Direct

From

Our Ranch

To You

**THE WORLD'S FINEST SWEET PEAS
ALSO OTHER FLOWER SEEDS**

WILLIAM ZVOLANEK & CO.

P. O. Box 142

Lompoc, Calif.

Culture Suggestions

For Greenhouse and Outdoors

Work soil at least 18 inches deep; use liberal amount of well decayed manure. Cow manure is best. Use sprinkling of lime and bone; Soak seed in water for about 24 hours or until swelled up and then plant about 1½ to 2 inches deep in a well firmed soil that is good and moist, but not sticky. (DO NOT SOAK WHITE SEEDED VARIETIES).

In recent years a copper oxide preparation has frequently been dusted on sweet pea seeds to prevent damping off, the same proving very satisfactory. This can be procured at most seed stores under various names. Inoculation of seed is also highly successful.

Peas will not do well in too loose a soil. Plant one inch apart and later thin to about six inches. Do not water until seeds have begun to germinate. After germination has taken place give good soaking. MOST FAILURES ARE CAUSED BY WATERING BEFORE SEED HAS SPROUTED. If weather is hot use some kind of shading. Protect young plants from birds outdoors. Look for Green Aphids regularly as this insect is the worst enemy. Spraying with nicotine, one part nicotine to 400 parts water with spray gun is best. There are also many other good insecticides which are excellent for the control of Aphids. Give young plants substantial supports in order that they may climb and produce good flowers. Poor flowers with crooked stems are worthless. Liquid manure feeding after they come in bloom will lengthen the flowering period and produce better flowers. Pick all flowers as this also lengthens the flowering period. Always keep the surface earth loose and never allow a crust to form. If grown indoors keep ventilators open to keep the air as dry as possible. A house that is kept damp and sultry will cause too much growth and the sweet peas will not bloom as soon as they should, and then will begin to bloom too high up. Early sweet peas usually bloom from 75 to 100 days after seed is planted. Many nurseries start sweet pea seeds by germinating in Vermiculite and then selling germinated seed or pot them for sale. Sterilize soil before planting if you have root rot trouble.

CONDITIONS OF SALE

Send your orders as soon as possible after receiving catalog to insure prompt delivery. Orders are filled the same day we receive and we exercise the utmost care in filling orders.

Owing to the handling of other flower seed not raised by us we are compelled to use the seedsman disclaimer.

WILLIAM ZVOLANEK & CO., give no warranty, expressed or implied as to description, quality, productiveness or any other matter of any seeds we sell and we will not be in any way responsible for the crop. If purchaser does not accept seed on these terms they are to be returned immediately and the money paid for same will at once be refunded.

Any questions in regard to growing will be cheerfully answered. In case of shortage or crop failure we will take the liberty of substituting with the best and nearest color. If this is not wanted, mark your order "No Substitute."

TERMS

A 6% discount will be allowed on all orders with remittance enclosed and all such orders will be sent postpaid to any part of the postal union, or Canada. Orders not accompanied with remittance, postage will be added and if party is not known will be sent C.O.D., unless other arrangements are made in advance. To insure delivery of foreign orders, postal money order should accompany order with postage added or we cannot be held responsible for delivery. ALL FOREIGN ORDERS MUST BE AT PAR WITH U. S. CURRENCY.

If you wish seed to be sent via airmail allow extra for postage. 12 cents for 1st oz. 6c each additional oz. up to 8 ozs.

Ask for our Special Prices on lots of 10 lbs. or more.

If your shipment does not arrive within two weeks on the east coast, please notify us immediately.

A WORD FROM THE ORIGINATOR
ZVOLANEK'S — THE WORLD'S BEST SWEET PEAS
ZVOLANEK'S EARLY MULTI-FLORA —
ZVOLANEK'S SPRING FLORI-BUNDA
ZVOLANEK'S LATE PLENTI-FLORA

We spent eleven years developing our world famous ZVOLANEK'S EARLY MULTI-FLORA SWEET PEAS before releasing the first four colors in 1950. Since then we have developed two other types; ZVOLANEK'S SPRING FLORI-BUNDA and ZVOLANEK'S LATE PLENTI-FLORA SWEET PEAS. These three types have already become known all over the world for their marvelous 5 to 8 large flowers on extremely long stems. All are heat resistant and give excellent results where other sweet peas have been failures. These new multi-flowering sweet peas are taking the place of all existing sweet peas all over the world. Before we developed the multi-flowering types, sweet peas with more than three or four flowers per stem were unheard of.

For the FLORIST who grows sweet peas commercially in greenhouses for winter bloom they are a must, as the older type is already outdated.

These sweet peas are also grown by NURSERYMEN in flats or bands and plants sold direct to the home gardner. These when planted out in favorable places are usually trouble free from birds.

By the HOME GARDNER the seed is planted in rows, usually north to south preferred, and when weather is hot in summer a cheese cloth shading is used directly over the row for shade during mid-day. This way they get better results and plants last longer. Commercial growers in Southern California use this method and have good results even when temperature is up to 100 degrees.

Sweet peas will last all summer and up until frost comes when well grown and give loads of flowers. There is no other flowering plant that will produce more cut flowers than sweet peas for decorations or other uses.

Do not accept these multi-flowering sweet peas by any other name than THE ZVOLANEK SWEET PEAS. We consider it UNFAIR TRADE PRACTICE and if listed otherwise, we suggest that you order your seeds direct from us.

We have also developed two other great flowers. THE WORLD'S BEST ZVOLANK'S ALL DOUBLE LARKSPUR'S and THE WORLD'S BEST RUFFLED CANDYTUFF (Giant Hyacinth white). In all, three great flowers, that have no equal anywhere. Try these in your greenhouse or outdoors and be convinced. They have all been tried extensively by growers everywhere and found to be the worlds best.

Our flower fields are usually in full bloom by June 1st and visitors are always welcome to see the riot of colors.

**BUY THE WORLD'S BEST ZVOLANEK'S
FROM A SPECIALIST**

Thanking you for your attention and trusting we may again be of service with our fine seeds, we are

Very sincerely yours,

William Zvolanek & Co.
William Zvolanek, Prop.

We are revising our mailing list this year. If you have not ordered and wish to stay on our mailing list please advise us to be retained.

**ATTENTION
TO CALIFORNIA GROWERS**

A 3% Sales Tax must accompany all orders from California, unless you have a sellers permit number from the California State Board of Equalization. If you have a sellers permit number, place same on your order which will exempt you from the above Tax. We must have a record of your number on file at all times. Out of state orders tax exempt. Please send sellers permit number with order or add Sales Tax.

THE ZVOLANEK SWEET PEAS

We consider it UNFAIR TRADE PRACTICE by any firm listing our three types of MULTI-SWEET PEAS by any other name than the ZVOLANEK SWEET PEAS.

ZVOLANEK MULTI-FLORA (Early)

ZVOLANEK FLORI-BUNDA (Spring)

ZVOLANEK PLENTI-FLORA (Late)

Mr. William Zvolanek is the originator and introducer of all three. Several firms are now listing these by their firm name. Please do not accept by any other than the ZVOLANEK SWEET PEA.

ZVOLANEK'S MULTI-FLORA (EARLY)

This is the early Multi-flowering type and is grown by all florists for winter bloom under glass. They are also grown outdoors all over the U.S., Canada and foreign countries. For outdoors they are especially useful where the summers are short and where other sweet peas do not thrive. Also for all the southern states for extra early bloom. These are the all year around sweet peas that can be planted any time and will bloom in about 75 days after planting depending on weather conditions. They will bloom earlier than any other sweet peas outdoor. Are just as heat resistant as any other sweet peas. All colors are now improved. 5 to 8 flowers on very long stems.

*W.S. white seeded B.S. black seeded C.B. cream base W.B. white base

ZVOLANEK'S ROSE (Improved rose pink)

ZVOLANEK'S WHIRLWIND (Improved Appleblossom)

ZVOLANEK'S ROSE QUEEN (fragrant light rose pink)

ZVOLANEK'S CANDLEGLOW (Giant Pink)

ZVOLANEK'S PILOT (Brill rose salmon tinge)

ZVOLANEK'S DANCER (fine deep rose)

ZVOLANEK'S MASTERPIECE (best salmon pink)

ZVOLANEK'S DANDY (large deeper salmon pink)

ZVOLANEK'S GEO. J. BALL (salmon rose)

ZVOLANEK'S TOOHEY (lighter salmon pink)

ZVOLANEK'S SUNSET (shrimp pink giant)

ZVOLANEK'S BLAZE (bright deep scarlet cerise)

ZVOLANEK'S DAYBREAK (medium brilliant cerise)

ZVOLANEK'S VALENTINE (light orange cerise)

ZVOLANEK'S LAVENDER (clear lavender)

ZVOLANEK'S LILAC BEAUTY (clear lilac)

ZVOLANEK'S ELK PURPLE (giant Elk Purple)

ZVOLANEK'S ROYAL ORCHID (light orchid)

ZVOLANEK'S LAVENDER FAIRY (deep lavender)

ZVOLANEK'S WINTER WHITE W.S. (best white for winter)

ZVOLANEK'S EASTER PARADE (Giant white W.S.)

ZVOLANEK'S FRILLED WHITE W.S.

ZVOLANEK'S JACK FROST B.S. (black seeded white)

ZVOLANEK'S TOPFLIGHT (bright light clear blue)

ZVOLANEK'S BLUE WONDER (giant clear medium blue)

ZVOLANEK'S FLAG BLUE (large deep blue)

ZVOLANEK'S ROSE GLORY (large carmine rose)

ZVOLANEK'S KRIS KRINGLE (large Xmas red)

ZVOLANEK'S CHEERFUL (shrimp salmon)

ZVOLANEK'S ENCHANTMENT (lightest salmon pink)

ZVOLANEK'S SUPERB MIXED

Price on each ½ oz. \$1.00 1 oz. \$2.00 4 ozs. \$6.00 1 lb. \$20.00
PLEASE NOTE 1-2-4 ozs. packets not sold at pound rates.



Anton C. ZVOLANEK and son William Zvolanek inspecting Multi Flora Sweet Peas.

THE ZVOLANEK SWEET PEAS

ZVOLANEK'S FLORI-BUNDA (SPRING)

ZVOLANEK'S FLORI-BUNDA (spring) type is for outdoor planting and is classed as an earlier late flowering. Blooms two weeks earlier than the Zvolanek Plenti-flora (Late). It is also often planted under glass by florists in November and December and will bloom as early as April but not during the winter months. All are strong growers and heat resistant. 5 to 8 flowers on very long stems.

*B.S. black seeded W.S. white seeded C.B. cream base W.B. white base

ZVOLANEK'S PINK DREAM (rose pink)
 ZVOLANEK'S AMBASSADOR (clear lavender)
 ZVOLANEK'S LILAC BEAUTY (clear lilac)
 ZVOLANEK'S PURPLE QUEEN (elk purple)
 ZVOLANEK'S SATIN WHITE W.S.
 ZVOLANEK'S CHEERFUL B.S. (white)
 ZVOLANEK'S DEEP CREAM W.S.
 ZVOLANEK'S DEEP CREAM B.S.
 ZVOLANEK'S ROSE DAWN (rose C.B.)
 ZVOLANEK'S ELEGANCE (salmon pink)
 ZVOLANEK'S WARRIOR (scarlet cerise)
 ZVOLANEK'S METEOR (carmine rose)
 ZVOLANEK'S LUSTRE RED (fine red)
 ZVOLANEK'S VICTORY (navy blue)
 ZVOLANEK'S DRUMMER BOY (med. blue)

ZVOLANEK'S CHOICE MIXED

For outdoor planting order from December to March.

Price on each ½ oz. \$1.00; 1 oz. \$2.00; 4 ozs. \$6.00; 1 lb. \$20.00

PLEASE NOTE 1-2-4 oz. Packets Not Sold At Pound Rates.



"Exhibit of Zvolanek's Early Multi-Flora Sweet Peas by Imai Bros., San Fernando, Cal. at California International Flower Show, Inglewood, Calif. 1955. Grand Trophy (Germain Cup) for best exhibit of overall cut flowers raised from seeds. Also eleven firsts for individual colors separately."

THE ZVOLANEK SWEET PEAS

ZVOLANEK'S PLENTI-FLORA (LATE)

ZVOLANEK'S PLENTI-FLORA (Late) is the summer flowering type which is always planted outdoors and blooms two weeks later than the Zvolanek Flori-Bunda (Spring). Growth is very strong and lush. Does well everywhere outdoors. This type is extensively used in England and all over Europe and is standard over there. Will not bloom in winter. Order from December to March. 5 to 8 flowers on very long stems.

- ZVOLANEK'S CHARM (rose pink)
- ZVOLANEK'S SULPHUR YELLOW (deepest cream)
- ZVOLANEK'S TOP SPOT (scarlet cerise)
- ZVOLANEK'S GLORIOUS (Appleblossom)
- ZVOLANEK'S TALLY-HO (flesh W.B.)
- ZVOLANEK'S TIP-TOP (flesh C.B.)
- ZVOLANEK'S MAJESTIC (clear lilac)
- ZVOLANEK'S LEADER (fine lavender)
- ZVOLANEK'S SUNBURST (salmon pink)
- ZVOLANEK'S CHERRIO (rose pink C.B.)
- ZVOLANEK'S DAINITY (carmine rose)
- ZVOLANEK'S MADONNA (white W.S.)
- ZVOLANEK'S HEAVENLY BLUE (clear blue)
- ZVOLANEK'S VOYAGER (navy blue)
- ZVOLANEK'S MRS. FREDERICK EVANS (giant satin pink)

ZVOLANEK'S STANDARD MIXED

*W.S. white seed B.S. black seed C.B. Cream base W.B. white base

Price on each ½ oz. \$1.00; 1 oz. \$2.00; 4 ozs. \$6.00; 1 lb. \$20.00

PLEASE NOTE 1-2-4 oz. Packets Not Sold At Pound Rates.

ZVOLANEK'S EARLY COLOSSAL SWEET PEAS

Giant Flowers with 3 and 4 on long stems

- | | |
|--------------------------|---|
| Lavender 1746 (fragrant) | Deep Rose (Bright deep Rose) |
| White B.S. (Fragrant) | Appleblossom (Giant Light Pink) |
| White W.S. | Light Salmon Pink |
| Pink (Giant Rose Pink) | Deep Salmon Pink |
| Lilac (Giant Lilac) | Light Lavender |
| Red (Giant Xmas Red) | Morning Glow (Giant Pink intense salmon Glow) |
| Orange Cerise (Light) | Rose Supreme (Giant Pink suffused salmon) |
| Orange Cerise (Deep) | Imp. Sunset (Giant Shrimp salmon) |
| Clear Light Blue | Colossal Mixed (All colors) |
| Ruby (Giant ruby red) | |

Price on each 1 oz. \$1.00; 4 ozs \$3.50; 1 lb. \$10.00.

Regular ZVOLANEK'S Early Sweet Peas that are still in demand

- | | |
|--|---|
| Long Stem Rose | Golden Dawn (Orange) |
| Miss Rose Reddick (Deep Rose suffused Cream) | Fascination (Deeper bright salmon pink) |
| Mrs H. S. Reddick (Bright flesh suffused salmon) | Long Stem Blue (Medium blue) |
| Casade (Long stem white W.S.) | Navy Blue |
| Long Stem Lavender | St. Nicholas (Xmas Red) |
| Xmas Gem (Bi-color, Pink standard white wings) | California Mixed (Many colors) |

Price on each 1 oz. .75; 4 ozs. \$2.00; 1 lb. \$7.00

ZVOLANEK'S BABY DWARF MIXED: Dwarf for borders. 1 oz. .75 4 ozs. \$2.50

ZVOLANEK'S BUTTERFLY SWEET PEAS: A mixture of 11 colors. A new distinct type of crinkled flowers; stems 14 to 16 inches long but flowers just as large as regular varieties. Tall growing and foliage heavy. Not the best for the commercial grower but extra fine for private estate growers.

Price 1 oz. \$1.00

SOME UNSOLICITED LETTERS

A few unsolicited letters to show how our Zvolanek Multi-Flowerings sweet peas do in different sections of country. We also wish to thank our friends for all the wonderful letters which we are unable to print this season.

Dear Sir: You will be interested to know that your so very famous sweet pea seed has been sown and already is 6 feet high and flowering profusely. Truth to tell, although we have been in the nursery business for many years, we have never seen such prize winning sweet peas. In the district where we have them growing, the winter is very mild, only an occasional frost, and I may add that we do not use artificial fertilizer whatsoever. Sweet peas with six and more blooms to a stem are totally unknown in our locality.

MRS. B. A. MOORE, Sydney, N.S.W., Australia

Dear Sirs: There are no sweet peas to compare with yours.

SLUSHERS GREENHOUSE

Gentlemen: We are doing much better with our sweet peas since we started using your Zvolanek Multi-Flora type, much longer stems and more flowers to a stem. Used to put 40 to 50 stems in a bunch to make a showing, now 25 to 30 make a better showing with the Zvolanek Multi-Flora Strain.

SPRINGVILLE FLORAL CO., Springville, Utah

Dear Sirs: I have tried other sweet pea seeds for two years and am back again so there is no comparison.

MARSHALL FLORAL CO., Marshall, Mo.

Dear Sirs: I tried your Zvolanek Multi-flora sweet peas for the first time last year and they were indeed beautiful. As we are North of the 53rd parallel, our summers are short, but the daylight hours are long and growth is very rapid. Your sweet peas grew to a height of eight feet and had an abundance of bloom until frost took them in October. The stems were long and strong with from four to eleven lovely blooms per stem.

MRS. J. HARWOOD, The Pas, Man., Canada

Gentlemen: I grew the above (Zvolanek Multi-flora) last year and they were the finest sweet peas I have ever seen.

R. DELALAND, Lloydminster, Sask., Canada

Dear Sirs: I had the best sweet peas I ever had grown from the seeds I bought from you. Last year they were wonderful and I had sweet peas until September.

WILLIAM ITTNER, Auburn, Maine

Dear Sirs: Never have I had such beautiful blossoms and long stems as this year. Of course I had to measure some of the stems which were longer than I had ever grown; 22 inches long and 7 and 8 blossoms to the stem was hard to believe, but true.

MRS. N. E. KINNEE, Fresno, Cal.

The World's Finest Larkspur
ZVOLANEK'S NEW LARKSPUR GIANT
IMPERIAL TYPE
Zvolanek's All-double



ZVOLANEK'S All Double Flesh Pink.
ZVOLANEK'S All Double White.
ZVOLANEK'S All Double Pink.
ZVOLANEK'S All Double Salmon Pink.
ZVOLANEK'S All Double Blue (deep navy).
ZVOLANEK'S All Double Lilac.
ZVOLANEK'S All Double Lavender.
ZVOLANEK'S All Double Mixed.

Price on each above: ½ oz. .50; 1 oz. \$1.00; 4 ozs. \$3.50; 1 lb. \$9.00

CALENDULAS

ZVOLANEK'S FRILLED BEAUTY: Orange light center.
YELLOW SENSATION: (Zvolanek's) Large bright yellow light center.
BALL LONG ORANGE: The best calendula of all. Orange light center.
BALL GOLD: Gold light center.
MASTERPIECE: Dark orange, dark center.
COLOSSAL YELLOW.

Price on each: 1 oz. \$1.00; 4 ozs. \$2.50; 1 lb. \$6.00

CARNATION

Chaubaud Giant Mixed

A pretty blend of colors, a good cut flower with long stems. Plant seed in flats. Will bloom in six months.

Price ¼ oz. \$1.00; ½oz. \$1.50; 1 oz. \$2.75; 4 ozs. \$10.00

Dear Sirs: I want to tell you how lovely they were. My friends were amazed at the number of flowers and we would hunt over them to see how many flowers and on many of the white has as high as eleven flowers. In every way they were just wonderful.

MRS. A. G. KNOLTY, Redding, Cal.

Dear Sirs: The Zvolanek Multi-flora really does very well - big beautiful flowers. Alaska grows such a variety of beautiful flowers.

MRS. I. SANDVIK, Pahner, Alaska

Dear Sirs: Thanks for the best long stem Sweet Peas I have ever seen.

CHARLES C. BURLETT, New Orleans, La.

Gentlemen: Still cutting sweet peas of your seed at frost time, months after the other kinds were gone.

H. F. BLOCHBERGER, Tacoma, Wash.

Gentlemen: For ten years we have tried to grow sweet peas in this section and always with varying degrees of failure. Last spring we planted your sweet peas and had beauties up until September 1. On August 15, after two weeks of 90 degrees temperature we picked from a single 7 foot row twenty four dozen sweet peas. At their peak their stems were 12 to 18 inches long with 5 to 7 florets - the individual florets larger than any I have ever seen growing under glass.

MRS. C. MERLE DIXON, Ann Arbor, Mich.

Dear Sirs: These are the best seeds I have been able to plant for several years. Your seeds grow wonderful at this 8000 feet altitude; we had lots of blooms last year with 8 flowers.

E. F. KNAPPENBERGER, Del Norte, Colo.

Gentlemen: They are outstanding. They bloom 10 to 14 days sooner than others. Have had some with 16 inch stems, very sturdy. They all have 5 to 8 florets and grow to 10 feet in height; bloom until heavy frost, best of all they are very fragrant. What a thrill to pick these long stemmed beauties two or three times a week.

MRS. E. J. LORONGER, Virginia, Minn.

Dear Sirs: Two years ago I had some of your seeds and they surely were nice. Had stems 18 inches and as many as 8 flowers on a stem.

ARTHUR LENGEL, Audubon, N.J.

DOUBLE SWEET SCENTED NASTURTIUMS

Double Nasturtium, Golden Gleam.

Double Nasturtium, Scarlet Gleam.

Double Nasturtium, Gleam Hybrids.

Double Nasturtium, Globe mixed, compact non-trailing.

Price on each: 1 oz. .25; 4 ozs. .75; 1 lb. \$2.25

ZVOLANEK'S NEW RUFFLED CANDYTUFT GIANT HYACINTH PURE WHITE



ZVOLANEK'S NEW RUFFLED CANDYTUFF GIANT HYACINTH PURE WHITE

Tall growing and very ruffled. A fine cut flower.

Price 1 oz. \$2.00; 4 ozs. \$6.00

GYPSOPHILIA (Elegans): (Baby Breath) Covent Garden, large white

Price on each: 1 oz .25; 4 ozs. .75; 1 lb. \$2.75

LINARIA: (Miniature snapdragon). A mixture of many bright shades and very early blooming. Grows about 18 inches high and very showy.

Price ¼ oz. .75; ½ oz. \$1.25; 1 oz. \$2.00

ZINNIA DAHLIA FLOWERED MIXED: The preferred type most generally used by the home garden. A well blended mixture.

Price ½ oz. .75; 1 oz. \$1.25

ASTERS DOUBLE GIANT CREGO MIXED: Flowers of large size with long twisted petals. A fine mixture.

Price ¼ oz. .60; ½ oz. \$1.20; 1 oz. \$2.00

ASTERS AMERICAN BRANCHING MIXED: A fine mixture of mid season blooming asters with nice long stems. A well balanced mixture.

Price ¼ oz. .60; ½ oz. \$1.20; 1 oz. \$2.00

COSMOS SENSATION MIXED: Pink, white, crimson and deep rose mixed. Extra large flowers and extremely early.

Price ¼ oz. .50; 1 oz. \$1.60

SCABIOSA TALL ANNUAL MIXED: A choice mixture of bright colors.

Price ¼ oz. .30; ½ oz. .50; 1 oz. 90

CENTAUREA CYANUS (Batchelor Button or Cornflower). Blue Boy, Pink, White and Mixed.

Price ½ oz. .30; 1 oz. .50

CLARKIA MIXED

Price ¼ oz. .35; ½ oz. .60

AFRICAN MARIGOLD (Chrysanthemum flowered light yellow))

Price ¼ oz. .75; ½ oz. \$1.25; 1 oz. \$2.00

DIDISCUS (Blue Lace Flower)

Price ¼ oz. .35; 1 oz. \$1.00

**ORIGINATOR
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THE ZVOLANEK SWEET PEA
EARLY MULTI-FLORA**

June 1955 to June 1956

Zvolanek

Sweet Pea

Spring

Flori Bunda

Seed Direct

From

Our Ranch

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ALSO OTHER FLOWER SEEDS

WILLIAM ZVOLANEK & CO.

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